

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
October 13, 2009
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Craig Donahue, President, The Donahue Group
Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Charles Eberly, The Eberly Company
Patrick Russell, The Robert Green Company

Absent

Brian Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Rouben Rapelian, Sunset Gower Studios
Travis Serpa, Urban Outfitters
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Harry Saboujian, United Waste Services
Edgar Khalatian, Paul, Hastings, Janofsky and Walker, LLP.
Evan Gordon, Marathon Communications

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:15 p.m.

2. Public Comment

Edgar Khalatian gave a presentation that showed the detailed layout of the proposed Columbia Square project. The development is scheduled to go before the City planning commission on November 12, 2009.

3. Approval of Board Minutes

It was moved by Charles Eberly, seconded by Duke Gallagher and CARRIED to approve the minutes from the Board's September 8, 2009 meeting. Unanimously approved.

4. Treasurer's Report

A. Review and Approve Treasurers Report: Duke Gallagher reviewed the financials through September 30, 2009 with the board. Gallagher reported that the BID is still trying to obtain the \$37,490.44 that is currently delinquent.

It was moved by Michael Pogorzelski, seconded by Lillian Kuo and CARRIED to approve the Treasurer's Report for September 30, 2009. Unanimously approved.

B. Review Proposed Draft Budget for 2010: Duke Gallagher showed the board the proposed draft budget for 2010. Kerry Morrison reminded the board that last year the board had a large rollover that they had decided to distribute into the various budget categories, based on a percentage distribution that was in accordance with the Management District Plan. However, this year Gallagher noted the rollover was significantly smaller. The committees will have to discuss how to break down the budget, while at the same time leaving some funds for the upcoming BID renewal. Gallagher said some new properties should be coming online this next year which may generate more income for the district. Gallagher will bring the final draft budget to the November board meeting for the board to approve.

5. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Steering Committee: Katie Zandona reported that from the five proposals received, three candidates were selected for interviews. After the interviews were conducted last week, the committee has decided to move forward and select BW and True North to conduct the study. Craig Donahue shared with the board the committee's reasoning for their selection.

2. Hollywood U Media Tour: Zandona showed the board the finished Hollywood U brochure. Zandona informed the board that due to a lack of available reporters the media tour had to be cancelled. However, the initiative was still able to receive some coverage, including a recent article in the Los Angeles Business Journal.

3. Pole Banner Update: Zandona discussed with the board potential costs for new pole banners.

4. Fashion Week Update: Craig Donahue will update the board on the initiative at their next board meeting.

B. Streetscape Committee

1. Meeting Update/Hollywood Community Plan: Sarah MacPherson informed the board that the next Streetscape Committee meeting is in November. MacPherson also invited the board to attend an information session on the Hollywood Community Plan in suite 200 of the Taft Building at 1 p.m. on October 14.

2. Status of Additional Pressure Washing: MacPherson walked through the area with Rick Anderson and reviewed areas that would receive the additional pressure washing hours.

C. Security Committee

1. Report from Meeting with Andrews International regarding expansion of non-lethal use of force options for BID Security: Fred Rosenthal updated the board on the last Security Committee meeting. Rosenthal reported that the committee had all available non-lethal weapon options reviewed by an Andrews training supervisor so that the committee could make an informed decision as to whether or not to provide the officers with another non-lethal weapon, besides the pepper spray they currently carry. After reviewing all the options the committee decided to go forward with the X26 Taser. The costs for the five tasers and extended warranty amounts to approximately \$7,400. The costs for the tasers would be split between the BIDs, with the Sunset and Vine BID paying for 1/3 of the costs (\$2,524). The cost would be amortized over the two year life of the contract. In addition to this, Andrews International would cover the costs to have all the officers properly trained at their facilities on how to use the taser in a use of force situation.

It was moved by Carol Massie, seconded by Richard Falzone and CARRIED to approve the purchase of the X26 Tasers for the Andrews International BID officers, with costs being split between the Hollywood Entertainment District and Sunset and Vine BID. The Sunset and Vine BID will pay 1/3 of the cost for the tasers. Abstention: Ryan Harter.

D. Nominating Committee

1. Application Update: Father Michael Mandala reported that applications for the Board were sent out last week. Applications are due by October 30, 2009. Board members whose terms are expiring this year, should turn in their applications as well by October 30. Board members were informed as to whose term would be ending in 2010. They are listed here: Ryan Harter, Duke Gallagher, Travis Serpa, Brent Gaulke, Fred Rosenthal, Charles Eberly and Michael Pogorzelski.

6. New Business

A. Report from September IDA Conference: Sarah MacPherson and Joe Mariani presented the “Top Ten Things Learned in Milwaukee.” The presentation described some of the notable sessions and information that they gathered during this year’s conference.

7. Old Business

A. Update on Farmers Market Issues: Travis Serpa and Patrick Olmstead had expressed some concerns at the board’s last meeting. Since then, Morrison had met with CD-13 staff to convey these concerns. Last Sunday Travis Serpa had walked through the market with Mitch O’Farrell from CD-13 to survey the situation. Discussions have started and will continue before a solution is reached.

8. Report from Kerry Morrison

A. BID Renewal Strategic Retreat: With BID renewal approaching, Morrison suggested that the board give some thought to possibly hiring a consultant to facilitate a board retreat to help the BID refine its goals for the upcoming term.

B. United Way HomeWalk: Morrison reported that the BID staff will be participating in this year’s HomeWalk on November 7 to raise money to end homelessness. Board members were invited to join the team.

C. SEIU Union Letter: Recently a letter from SEIU was received by Morrison that she had shared with both BID board presidents and executive committees. The letter asked that the BID cease working with Andrews International as SEIU is currently attempting to unionize the company. For the time being both BID presidents agreed that it was in the BID’s best interest to stay out of the matter, and allow Andrews and SEIU to work it out.

9. Next Meeting

The next meeting was scheduled for Tuesday, November 10, 2009 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Craig Donahue at 6:11 p.m.